



UPDATE: Sea-to-Sky Tourism Labour Market Project

On behalf of the Sea-to-Sky Tourism HR Steering Committee, we wish to thank you for your participation, continued interest and involvement with the [Sea-to-Sky Tourism Labour Market Project](#). The purpose of this email is to keep you informed on the many activities that have taken place over the past few months to support the development of a strategic HR plan for the region as well as upcoming actions and opportunities to stay involved.

Summary of Activities:

- A [labour market analysis report](#) by Ruth Emery, Canbritic Consultants Ltd., was released on June 1st confirming that labour shortages already being felt in the Sea-to-Sky region will worsen over the next decade.
- A website seatosky.go2hr.ca was launched to assist in the distribution of information to stakeholders, the BC tourism industry, the public and the media.
- Leadership Sea-to-Sky, a well known local consulting firm, was retained by the Steering committee to conduct qualitative research activities including public forums, focus groups and an online survey. A summary report titled '*Final Report – Stakeholder Consultation and Qualitative Research Study*' was produced and includes recommendations based on feedback from this research. This project involved a rich quality of input through the following processes:
 - Public forums were held in the communities of Pemberton, Squamish and Whistler to generate and gather ideas from everyone with a stake in the future growth and success of the industry.
 - An online survey was also available to ensure those that could not attend the public forums could still participate.
 - Focus groups were held in each community that included a cross section of stakeholders from the four sectors (accommodation, food & beverage, activities and retail).
 - For a summary of this report, please [click here](#).
- A report titled '*Recruitment Strategy for the Sea To Sky Region*' was completed by Bernie Lalor-Morton of Focus Forward Coaching and Consulting who was retained by the Steering Committee to bring forth recommendations specifically around recruitment that will support the development of a comprehensive recruitment approach and strategy for the region. A summary of this report can be [viewed here](#).

Moving Ahead:

Using this research as a foundation, the Steering Committee will be holding a planning session to reflect on the work to date, gather committee member ideas and then work to have a draft plan in place for September. There will be stakeholder consultations planned after the release of the draft plan. To view the entire project timeline, please [click here](#).

Thanks again for your participation and engagement with this project. If you have any comments, questions, or would like to discuss further, please contact John Leschyson at: 604-633-9787 ext. 225 or jleschyson@go2hr.ca



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